

LEO BURNETT COMPANY, Inc.

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Super Market Merchandising, April, 1975
Chain Store Age (Kosovitz), April, 1975
Industrial Retail Store, April, 1975
Drug Topics, April, 4, 1975
Chain Store Age (Dunn), April, 1975
American Druggist, April 15, 1975
College Store, April, 1975

Only a
baby...but
BIG!

...and getting bigger and
BIGGER every day

POPULAR
FILTER
PRICE



NEW Marlboro

THE LONG-SIZE FILTER CIGARETTE FROM PHILIP MORRIS

...and these
are the reasons
why:

- *Delivers the goods on flavor*—makes it easy to change to filter smoking.
- *Flip-top Box*—first really new cigarette package in 38 years.
- *Exclusive New Filter*—easy-drawing, delivers the goods on flavor.
- *New recipe*—selected over all others by the most smokers.
- *Major league Newspaper, TV, and Display advertising.*

GIVES YOUR CUSTOMERS MORE DOWNRIGHT VALUE FOR THEIR CIGARETTE DOLLARS

